



US006002393A

United States Patent [19][11] **Patent Number:** **6,002,393****Hite et al.**[45] **Date of Patent:** **Dec. 14, 1999**

[54] **SYSTEM AND METHOD FOR DELIVERING
TARGETED ADVERTISEMENTS TO
CONSUMERS USING DIRECT COMMANDS**

[76] **Inventors:** **Kenneth C. Hite**, 3 Center Knolls,
Bronxville, N.Y. 10708; **Walter S.
Ciciora**, 45 Hulls Farms Rd., Southport,
Conn. 06490-1027; **Tom Alison**, 280
Barrataria Dr., St. Augustine, Fla.
32086; **Robert G. Beauregard**, 66 E.
Parkway, Apt. 1J, Scarsdale, N.Y.
10583

[21] **Appl. No.:** **08/517,838**

[22] **Filed:** **Aug. 22, 1995**

[51] **Int. Cl.⁶** **H04N 7/10**

[52] **U.S. Cl.** **345/327; 348/2; 348/9;
348/10**

[58] **Field of Search** **348/1, 2, 3, 9,
348/4, 6, 7, 10, 12, 13; 455/3.1, 4.1, 4.2,
5.1, 6.1, 6.2, 2; 345/323; 709/217-219;
H04N 7/10**

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Primary Examiner—Nathan Flynn

Attorney, Agent, or Firm—Ostrolenk, Faber, Gerb & Soffen,
LLP

[57]

ABSTRACT

A system and method for targeting TV advertisements to individual consumers delivering a plurality of advertisements to a display site. A command signal is sent to the display site commanding the display of a selected advertisement suited for the individual consumer. In another embodiment, a predetermined advertisement is delivered upon command from a control center to a viewing site intended for the particular consumer.

70 Claims, 8 Drawing Sheets

